

### **Amendments to the Claims**

Please amend the claims without prejudice, as follows and consider the subsequent remarks/arguments. This listing of claims will replace all prior versions and listings of claims in the application.

#### **Listing of Claims**

1. (currently amended) A method for developing a web-based financial portfolio remotely over the Internet, comprising:

~~identifying~~ ~~determining~~ a current financial portfolio for the of a user using the Internet;

~~identifying~~ ~~determining~~ the a user profile based on personal financial parameters of the user including at least a risk tolerance level; and

providing to the user over an Internet customized financial coaching tailored to the life intentions of the user, wherein the customized financial coaching includes suggestions over the Internet for changes to the current financial portfolio of the user reflecting the user profile of the user, wherein the suggestions are presented in a natural language format, and wherein the suggestions include including providing customized financial coaching tailored to the life intentions of the user and providing suggestions of various financial products and recommended securities for the user to purchase.

2. (original) The method of claim 1 wherein the personal financial parameters further include:

a user investment style; and

a user bull/bear market attitude.

3. (currently amended) The method of claim 1 wherein said user risk tolerance level is determined by:

displaying to the user a series of progressively more negative financial scenarios;

analyzing a the user's response to each negative scenario received from the user;

and

generating [[a]] the risk tolerance level based on the user's responses.

4. (currently amended) The method of claim ~~[[1]]~~ 2 wherein said user investment style is determined by:
  - displaying to the user a series of test scenarios; and
  - generating said user investment style based on the user responses to these test scenarios.
5. (currently amended) The method of claim ~~[[1]]~~ 2 wherein said user bull/bear attitude is determined by:
  - displaying a series of user selected expert opinions;
  - analyzing the user's response to the opinion; and
  - generating said user bull/bear attitude based on the user responses.
6. (currently amended) The method of claim 1 further comprising:
  - filtering a list of securities based on the user profile, wherein filtering the list of securities yields the recommended securities; and
  - presenting the recommended securities list to the user for possible security swaps, wherein securities can be added to ~~ad~~ or removed from the portfolio.
7. (currently amended) The method of claim 6 wherein filtering ~~[[a]]~~ the list of securities comprises:
  - obtaining a Value At Risk (VAR) value and a Beta value for each security in the list of securities;
  - rejecting ~~certain securities~~ in the list of securities not complying with the user profile based on ~~their~~ the VAR values and ~~their~~ the Beta values.
8. (currently amended) The method of claim ~~[[6]]~~ 1 wherein ~~the a~~ risk management model is used to calculate ~~calculates a~~ user VAR value and a user Beta value for the user's portfolio.
9. (currently amended) The method of claim ~~[[6]]~~ 8 further comprising:

comparing the user VAR value and the user Beta value ~~for the user's portfolio to the~~  
a VAR value and a Beta value[[s]] of various user selected market indices;  
and  
displaying the result to the user in a graph.

10. (original) The method of claim 1 wherein a compound growth factor is calculated by:  
using linear regression and natural logarithm.
11. (currently amended) The method of claim 10, wherein a future performance of the  
~~user-portfolio~~[[s]] ~~future performance~~ is projected using the compound growth factor.
12. (currently amended) The method of claim 6 further comprising:  
allowing the user to select at least one security from [[a]] the filtered list of ~~filtered~~  
securities;  
swapping ~~said the selected~~ securities with securities in the ~~user-portfolio~~; and  
analyzing and displaying the effect of said swapping on the ~~user's~~ portfolio.
13. (currently amended) The method of claim 6 wherein the filtered list of securities ~~are~~  
is displayed in a first column and a second column ~~two columns, wherein one for~~ securities  
with positive Beta values are displayed in the first column and ~~one for~~ securities with  
negative Beta values are displayed in the second column.
14. (currently amended) The method of claim 1 wherein ~~the~~ a financial model developer  
creates an ideal portfolio based on the user profile.
15. (currently amended) The method of claim 1 wherein the user has access to  
automated computer coaching and live coaching based on a service level agreement.
16. (currently amended) A system for developing a web-based financial portfolio  
remotely over the Internet comprising:  
a portfolio generator used to model a current financial portfolio for ~~the~~ a user;

- a user profile generator for generating a user profile based on ~~user~~-personal financial parameters of the user, wherein the user profile includes at least a risk tolerance level;
- a computer coaching server coupled to the Internet, wherein the computer coaching server provides automated financial coaching presented in a natural language format; and
- a live financial advisor server coupled to the Internet; wherein said computer coaching server and said live financial advisor ~~may be used for recommending~~ changes to the ~~user~~-financial portfolio based on the user profile, including providing customized financial coaching tailored to the life intentions of the user and providing suggestions of ~~various~~ financial products and recommended securities for the user to purchase.

17. (currently amended) The user profile generator of claim 16 wherein the profile is based on ~~a user's~~-personal financial parameters of the user further including:

- a user investment style; and
- a user bull/bear market attitude.

18. (currently amended) The user profile generator of claim 16 further comprising of:  
a subsystem for determining the ~~user's~~-risk tolerance level by displaying to the user a series of progressively more negative scenarios, analyzing a the user response[[s]] to each negative scenario received from the user, and generating a the risk tolerance level based on the user's responses.

19. (currently amended) The user profile generator of claim ~~[[16]]~~ 17 further comprising of:

- a subsystem for determining the user's investment style by displaying to the user a series of test scenarios, and
- generating said user investment style based on the user responses to these test scenarios.

20. (currently amended) The user profile generator of claim ~~[[16]]~~ 17 further including a subsystem for determining the user's bull/bear attitude comprising:

displaying a series of user selected expert opinions;  
analyzing the user's response to the opinion; and  
generating said user bull/bear attitude based on the user responses.

21. (currently amended) The financial risk management system of claim 16 further comprising:

a filtering engine used to filter a list of securities based on the user profile, coupled to the coaching engine presenting the filtered-recommended securities to the user for swapping, wherein filtering the list of securities yields the recommended securities.

22. (currently amended) The filtering engine of claim 21 further comprising:

logic for calculating a Value At Risk (VAR) value and a Beta value for each security in the list of securities the user's portfolio; and

logic for rejecting ~~certain securities in the list of securities not complying with the user profile~~ based on their the VAR values and the Beta values ~~and based on the user profile.~~

23. (currently amended) The system of claim ~~[[21]]~~ 16 wherein ~~the a user VAR value and a user Beta value[[s]] of the user's portfolio are compared graphically to the a VAR value and a Beta value[[s]] of user selected market indices, wherein a risk management model is used to calculate the user VAR value and the user Beta value.~~

24. (original) The system of claim 16 further comprising:

a subsystem for estimating a compound growth factor by using linear regression time period natural logarithm.

25. (currently amended) The system of claim 24 wherein ~~the a~~ future performance of the ~~user~~ portfolio is projected based on the compound growth factor.

26. (currently amended) The system of claim 21 further comprising:

a modeling subsystem allowing the user to select at least one security from ~~[[a]]~~ the filtered list of ~~filtered~~ securities;

swapping the selected ~~filtered security~~ securities with securities in the [[a]] portfolio  
security; and  
analyzing an effect of the swapping on the ~~user~~ portfolio.

27. (currently amended) The system of claim 21 wherein the filtered list of securities ~~are is~~ displayed in a first column and a second column ~~two columns, wherein one for~~ securities with a positive Beta values are displayed in the first column and ~~one for~~ securities with negative Beta values are displayed in the second column.

28. (original) The system of claim 16 wherein the portfolio generator creates an ideal portfolio based on the user profile.

29. (currently amended) The system of claim 16 wherein the user[['s']] has access to the computer coaching server engine and to the live financial advisor server system, wherein the access is based on a service level agreement.

30. (currently amended) A computer program embodied on a computer readable medium for developing a web-based financial portfolio remotely over the Internet, wherein the computer program comprises:

code segment for identifying determining a current financial portfolio ~~for the of a~~ user ~~using the Internet~~;

code segment for identifying determining the a user profile based on personal financial parameters of the user provided, including at least a risk tolerance level; and

code segment for providing to the user over an Internet customized financial coaching tailored to the life intentions of the user, wherein the customized financial coaching includes suggestions over the Internet for changes to the current financial portfolio of the user reflecting the user profile of the user, wherein the suggestions are presented in a natural language format, and wherein the suggestions include including providing customized financial coaching tailored to the life intentions of the user and providing suggestions of various financial products and recommended securities for the user to purchase.

31. (original) The computer program embodied on a computer readable medium of claim 30 further comprising code to calculate user's personal financial parameters wherein the personal financial parameters include:

- a user investment style; and
- a user bull/bear attitude.

32. (currently amended) The computer program embodied on a computer readable medium of claim 30 further comprising code for determining said user risk tolerance level by:

- displaying to the user a series of progressively more negative financial scenarios;
- analyzing a the user's response to each negative scenario received from the user;
- and
- generating [[a]] the risk tolerance level based on the user's responses.

33. (currently amended) The computer program embodied on a computer readable medium of claim [[30]] 31 further comprising code for determining said user investment style by:

- displaying to the user a series of test scenarios; and
- generating said user investment style based on the user responses to these test scenarios.

34. (currently amended) The computer program embodied on a computer readable medium of claim [[30]] 31 further comprising code for determining said user bull/bear attitude by:

- displaying a series of user selected expert opinions;
- analyzing the user's response to the opinion; and
- generating said user bull/bear attitude based on the user responses.

35. (currently amended) The computer program embodied on a computer readable medium of claim 30 further comprising:

- code for filtering a list of securities based on the user profile, wherein filtering the list of securities yields the recommended securities; and

code for presenting the recommended securities list to the user for possible security swaps.

36. (currently amended) The computer program embodied on a computer readable medium of claim 35 wherein filtering securities further comprises:

code for obtaining a Value At Risk (VAR) value and a Beta value for each security in the list of securities; and

code for rejecting ~~certain~~ securities in the list of securities not complying with the user profile based on ~~their~~ the VAR values and ~~their~~ the Beta values.

37. (currently amended) The computer program embodied on a computer readable medium of claim ~~[[35]]~~ 30 further comprising:

code for calculating ~~the a~~ user VAR value and a user Beta value for the ~~user's~~ portfolio.

38. (currently amended) The computer program embodied on a computer readable medium of claim ~~[[37]]~~ 36 further comprising:

code for comparing the user VAR value and the user Beta value ~~for the user's portfolio to the a~~ VAR value and a Beta value~~[[s]]~~ of various user selected market indices; and

code for displaying the result to the user in a graph.

39. (currently amended) The computer program embodied on a computer readable medium of claim 35 further comprising:

code for allowing the user to select at least one security from ~~[[a]]~~ the filtered list of ~~filtered securities~~;

code for swapping said the selected securities with securities in the ~~user~~ portfolio; and

code for analyzing and displaying the effect of said swapping on the ~~user's~~ portfolio.

40. (currently amended) The computer program embodied on a computer readable medium of claim 35 further comprising:



code to display the filtered securities in a first column and a second column ~~two columns~~, ~~wherein one for~~ securities with positive Beta values are displayed in the first column and ~~one for~~ securities with negative Beta values are displayed in the second column.

41. (currently amended) The computer program embodied on a computer readable medium of claim 30 further comprising:

code for ~~the~~ a financial portfolio model to create an ideal user portfolio based on the user profile.

42. (currently amended) The computer program embodied on a computer readable medium of claim 30 further comprising:

code to control access of ~~a~~ the user to automated computer coaching and live coaching based on a service level agreement.